



SHOW

# CONFERENCE AT A GLANCE

TUESDAY & WEDNESDAY  
JANUARY 21-22, 2025

TUESDAY, JANUARY 21, 2025				
W230 A, OCCC		W230 B, OCCC		TEE 3, ORANGE COUNTY NATIONAL GOLF CENTER
9:30 AM - 10:30 AM				Match Play Practice for Stroke Play Success
11:00 AM - 12:00 PM				Live Lessons with Joe Plecker, PGA Master Professional
12:30 PM - 1:30 PM				Control the Low Point for Solid Chipping and Pitching
2:00 PM - 3:00 PM	Modern Pillars of Golf Operations	Maximizing Range Revenue (The Money You are Leaving on the Table)		Applied Golf Psychology Tools for Building a Better Mental Game
3:15 PM - 4:15 PM	Leverage Golf's Leadership Lessons to Drive Success for You and Your Team in Work and Life	Golfers Willingness to Pay		
4:30 PM - 5:30 PM	The Power of Print in Marketing for the Local Community	Write The Book You Want to Read: 7 Game-Changing Strategies to Drive Your Brand to the Next Level		

WEDNESDAY, JANUARY 22, 2025				
W230 A, OCCC	W230 B, OCCC	W230 C, OCCC	W230 D, OCCC	W110 A, OCCC
8:30 AM - 9:30 AM	Your Golf Course Design and How It Affects Every Day Golfers	Retaining Talent & Developing Your Team	Coaching from the Top Down & Ground Up: Use Cases in Ground Forces for Coaches	From Buyer to Merchant Mastery: Uncovering Your Secret Sauce
9:45 AM - 10:45 AM	What's Your Specialty? Create Your Path To Rise Above The Competition	Elevate Player Development with Comprehensive Golf Skills Assessments <i>FREE SPONSORED SESSION OPEN TO ALL</i>	The Need for Speed	Learn Key Performance Indicators that are Essential for General Managers and Aspiring Leaders in the Private Club Industry
10:00 AM - 11:30 AM				Pledge to be a Welcoming Golf Course & Welcoming Golf Professional <i>IN PARTNERSHP WITH NCGOA</i>
11:00 AM - 12:00 PM	Establishing Culture through Great Hiring Practices	Business Snapshot - Is Your Business Healthy Enough to Thrive?	Cultivating and Teaching Short Game and Putting Instruction	Become the Club's Director of Revenue Operations
12:00 PM - 1:00 PM		Bridging the Relationship Between Buyer & Vendors	Lessons Learned from Teaching 40 Years of Golf Schools at Pinehurst	The Art of Running an Indoor Golf Business - Golf and Entertainment at Five Iron Golf
1:00 PM - 2:00 PM	Understanding Your Customer: Effectively Finding Insights for Those Who Don't Like Data	Escaping the Echo Chamber/ Reaching the Untapped Potential of Non-Golfers	Golf Psychology for the Club Golfer	Omni Hotels & Resorts - Retailing Best Practices
2:15 PM - 3:15 PM	Leadership Skills to Build Mission Based Operational Excellence	A Presentation of StrackaLine's Pro Pinsheet & Course Setup Software <i>FREE SPONSORED SESSION OPEN TO ALL</i>	Hit It Longer at Any Age	How Proper Planning Maximizes Your Personal and Professional Success
3:30 PM - 4:30 PM	Why Golf doesn't Need Third Party Tee Time Aggregators	Bring Your 'A' Game: Leadership in a VUCA World	Entertaining your Membership at any Golf Event "Hollywood" style	Finding the Sweet Spot in Public/Private Partnership - Success Stories from Four Corners of the Industry <i>IN PARTNERSHP WITH NCGOA</i>



SCAN HERE FOR THE MOST UP-TO-DATE SCHEDULE

- GOLF OPERATIONS
- TEACHING & COACHING
- EXECUTIVE MANAGEMENT
- GOLF INDUSTRY EDUCATION

















SHOW

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THURSDAY & FRIDAY  
JANUARY 23-24, 2025

THURSDAY, JANUARY 23, 2025				
	W230 A, OCCC	W230 B, OCCC	W230 C, OCCC	W230 D, OCCC
8:30 AM - 9:30 AM	Authentic Leadership: How to Build an Outstanding Golf Staff 	"Career Transitions" - Getting, Keeping and Leaving a GM/COO/DoG/HP Position... My Personal Lessons Learned in the Trenches 	Teaching Recreational Golfers 	Facts Tell. Stories Sell. Powerful Messaging to Drive Engagement 
9:45 AM - 10:45 AM	Winning the Customer - How to Develop a 5-Star Guest Experience 	Municipal Methods - Key Trends for Operators to Assess, Adapt, or Avoid <i>IN PARTNERSHIP WITH NGCOA</i> 	Building the Next Generation: Proven Techniques for Developing Junior Golfers 	Lessons from Major Hosts Hazeltine & Erin Hills: How Optimization Tech & Data are Reshaping On-Course Operations! <i>FREE SPONSORED SESSION; OPEN TO ALL</i> 
11:00 AM - 12:00 PM	The Retail Traffic Formula, and How to Tie Social Media Content to Real Product Demand 	Case and Point - New-Age Pricing Models with Proven Results <i>IN PARTNERSHIP WITH NGCOA</i> 	Elevate Your Student's Progress Utilizing the "E" System 	Empowering Women in Golf: Leveraging Experiential Learning to Address Critical Mental, Emotional, and Social Needs 
12:00 PM - 1:00 PM	Self Care - Isn't Selfish 	Competitiveness and Innovation Through Supplier Inclusion 		
1:00 PM - 2:00 PM	Implementing Diversity, Equity and Inclusion Initiatives at your Club 		The Modern Coach for an Older Generation: Working with the Senior Golfer 	Tee Up Your Marketing Game - Boost Your Golf Retail with Social Media 
2:15 PM - 3:15 PM	Why Best Practices Matter! 	Promoting Golf and Community: Best Practices for Supporting African-Americans and Underserved Communities presented by Pro-Duffer 	Teaching and Fitting Putters and How Technology Can Enhance the Experience 	Operational Excellence, Maximizing the Efficiency, Profitability and Experience at your Course 
3:30 PM - 4:30 PM	Golf Ops in the Information Age. Best Practices for Big Data, Technology, AI & Automation for Golf Operators 	Cultivating a Winning Culture: Hiring for Fit & Developing Your Team 	The Importance of the Body in Instruction 	Transform your Golf Shop from a Check-in Station to a Performance Driven Machine! 

FRIDAY, JANUARY 24, 2025				
	W230 A, OCCC	W230 B, OCCC	W230 C, OCCC	W230 D, OCCC
8:30 AM - 9:30 AM	Leading Your Club Through a Major Renovation 	Opportunities, Challenges, and Successes of Immigrants in Golf 	Neurolinguistic Programming & Golf Performance: "Change your Thinking to Change your Game!" 	From Fairway to Feed: Crafting Viral Video Golf Content on Social Media 
9:45 AM - 10:45 AM	Quarterly Blueprint for Golf Shop Success 	Enhancing Skin Cancer Awareness in the Golf Industry: Strategies for Protecting Players and Promoting Preventative Measures 	Applied Biomechanics 	Creating a Culture of Safety: It's All Fun and Games Until Someone Loses an Eye 
11:00 AM - 12:00 PM	Marketing Your Golf Course to The Public 	Improv For The Club Business - Unlocking Value Through Next-Level Service 	Breaking the Game of Golf into Parts to Improve the Learning Process for All Golfers, Teachers and Coaches 	Maximizing Financial Efficiency: Strategic Use of Credit Lines to Minimize Interest and Enhance Growth 



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